ABSTRACT

THE EFFECT OF TOTAL QUALITY MANAGEMENT (TQM) IMPLEMENTATION TOWARD COMPANY’S OPERATIONAL PERFORMANCE
(Survey at Services Transportation Companies which were Given Certified ISO 9001: 2000 in Indonesia)

By:
Wien Dyahrini
Alfiah Hasanah

The purpose of this research is to measure the effect of Total Quality Management (TQM) implementation which include customer focus, continuous improvement, and total involvement toward company’s operational performance. This research is focused at the services transportation companies which were given certified ISO 9001: 2000 in Indonesia. Data are gathered by using questionnaire instruments and library study with survey method used. The use of sample method is Simple Random sampling with in 38 companies selected. Respondents are managers including marketing managers, operation managers and human resource managers. The hypothesis and data will be analyzed by using Path Analysis using SPSS program.

The result indicates that implementation of Total Quality Management (TQM) which include customer focus, continuous improvement, and total involvement have positive and significant effect toward the company’s operational performance at services transportation company which were given certified ISO 9001: 2000 in Indonesia both partially and simultaneously.

Keywords: Total Quality Management, customer focus, continuous improvement, total involvement, company’s operational performance